



Station Order

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, September 24, 2012 to Sunday, September 30, 2012

Estimate ID

12033

Contact: Craig Lewis

Email: clewis@ksl.com

Phone: 801-575-5555

Fax: 801-575-5831

Direct: 801-575-5862

KSL -TV

				Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep	Sep	Sep	Sep	Sep	Sep	Sep	
Program Name	DP	Days Length	Gross Rate	24	25	26	27	28	29	30	
KSL 6a News	EM	M-F	\$100.00	1	1	1	1	1			5
6:00 AM 7:00 AM		30	\$500.00								
Today Show	EM	M-F	\$250.00	1	1	1	1	1			5
7:00 AM 8:00 AM		30	\$1,250.00								
Today Show	EM	M-F	\$110.00	1	1	1	1	1			5
8:00 AM 9:00 AM		30	\$550.00								
Today II	DT	M-F	\$100.00					1			1
9:00 AM 10:00 AM		30	\$100.00								
Rachael Ray	DT	M-F	\$60.00			1					1
10:00 AM 11:00 AM		30	\$60.00								
Studio 5	DT	M-F	\$85.00	1							1
11:00 AM 12:00 PM		30	\$85.00								
KSL Noon News	DT	M-F	\$85.00				1				1
12:00 PM 1:00 PM		30	\$85.00								
Today III	DT	M-F	\$65.00		1						1
1:00 PM 2:00 PM		30	\$65.00								
Days of Our Lives	DT	M-F	\$80.00					1			1
2:00 PM 3:00 PM		30	\$80.00								
Katie Couric	EF	M-F	\$90.00	1	1	1	1	1			5
4:00 PM 5:00 PM		30	\$450.00								
KSL 6:30p News	EN		\$140.00	1	1	1	1				4
6:30 PM 7:00 PM		30	\$560.00								
KSL 5p News	EN	M-F	\$210.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30	\$1,050.00								

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/17/2012 11:21:29 AM

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suzannel@mediastrategies.com



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Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 24	Sep 25	Sep 26	Sep 27	Sep 28	Sep 29	Sep 30	
KSL 6p News	EN	M-F	\$170.00	1	1	1	1	1			5
6:00 PM 6:30 PM		30	\$850.00								
KSL 10p News	LN	M-F	\$900.00	1	1	1	1	1			5
10:00 PM 10:35 PM		30	\$4,500.00								
Saturday 10p News	LN	Sa	\$550.00						1		1
10:00 PM 10:35 PM		30	\$550.00								
Sunday 10p News	LN	Su	\$650.00							1	1
10:00 PM 10:35 PM		30	\$650.00								
Tonight Show	LF	M-F	\$100.00			1					1
10:35 PM 11:37 PM		30	\$100.00								
Station Gross Totals			\$11,485.00	9	9	10	9	9	1	1	48

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